



Everything you need. **Everyday. Every way.**



Promoting with Fly Buys at Toops

The following details the promotional opportunities available to you through Toops' participation in the Fly Buys Programme. It is in four parts:

'Basics' gives an overview of the Fly Buys Programme at Toops, answering the following questions:

- Why Promote using the Fly Buys Programme?
- Why Promote using the Fly Buys Programme at Toops?
- What 'Vehicles' Can Be Used to Make Fly Buys Offers?
- What Types of Fly Buys 'Offers' Can Be Made?
- How can you Take Advantage of the Fly Buys Programme at Toops?

'Vehicles' details the promotional vehicles available for making Fly Buys offers

'Offers' details the types of Fly Buys offers that have already been made

'The Sky Is The Limit' gives an overview of the types of Fly Buys offers that have not yet been made at Toops, giving you an understanding of how incredibly flexible and powerful the Fly Buys Programme at Toops is and the true potential it represents for you



Why Promote using the Fly Buys Programme?

- The use of Fly Buys offers adds an aspirational quality to your offer.
- The strength of the Fly Buys brand adds perception of value to your offer.
- The use of the Fly Buys Programme removes the need to promote based on price reduction thereby avoiding the risk of diminishing the value and quality perceptions of your offer.
- The Fly Buys Programme has achieved market penetration unrivaled by any other Loyalty Programme in the world with 80% of New Zealand households participating. It is known, valued and trusted.

Why Promote using the Fly Buys Programme at Toops?

- Two thirds of Toops' active customers are currently collecting Fly Buys Points at Toops.
- Two thirds of Toops' new customers register to collect Fly Buys Points when becoming Toops customer's.
- Being a second tier distributor Toops possesses it's own 'rich' sales and customer data bases meaning that Direct Marketing strategies can be realised without reliance on Fly Buys' data base. This allows awesome flexibility, accuracy and true speed to market.
- Fly Buys promotions at Toops have proved to be just as effective as price based promotions.
- Take advantage of the significant presence created by Toops' Fly Buys promotional programme.
- In it's Trade Marketing Department Toops has the resource and expertise to ensure that you get maximum impact from your use of the Fly Buys Programme.

What 'Vehicles' Can Be Used to Make Fly Buys Offers?

- Fly Buys offers can be made either globally to all Toops customers or to a targeted group of customers selected by any criteria.
- The Toops Trader has a dedicated Fly Buys section carrying a variety of global offers
- Toops has the ability to realise Direct Marketing strategies, targeting customers directly by mail or through our call centers, through both inbound and outbound calls.
- Fly Buys itself offers a number of global and targeted marketing vehicles.

What Types of Fly Buys Offers Can Be Made?

- A huge variety of offers can be made. The Fly Buys Programme at Toops is so flexible that the start point for any promotional activity is always "what do we want to achieve?" not "what offer should we make?"

How can you Take Advantage of the Fly Buys Programme at Toops?

- Contact your Category Manager and tell them what you want to achieve; it's that simple!



Vehicles

Fly Buys.

With Toops you have access to a variety of vehicles for making Fly Buys offers

- Toops Trader
- Direct Mailing
- In Store
- Sales Team

Trader

- Reaches over 9,000 Toops customers
- Over 4,000 of these customers are collecting Fly Buys points at Toops
- Dedicated Fly Buys section
- Fly Buys Info Page page for exceptional offers
- Three Bonus Point deal pages

Direct Mail

- Select up to 4,000 targets based on any criteria
- Communicate directly to our customers
- Make any kind of offer

Vehicle	Audience	Data	Creative	Printing	Distribution
Trader	<ul style="list-style-type: none"> • 9,000 + Toops customers • 4,000 + Collecting Fly Buys points 	N/A	\$0	\$0	\$0
Direct Mail – Fly Buys	• 4,000 + Toops customers collecting Fly Buys points	\$0	\$0	\$0	\$0
Direct Mail - Toops	• 4,000 + Toops customers collecting Fly Buys points	\$0	\$0	\$1 per target	50c per target

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Toops

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Bonus Point Offers

- Promote any product or product grouping with a Bonus Point offer
- Make use of quantity breaks to incentivise carton and whole range sales

Pepsi, Mountain Dew, Mirinda, 7-Up
12x355ml Cans

FLY BUYS 10 BONUS POINTS

- Incentivise sales of individual items

Mac's Craft Range
6x330ml

Buy 4, Any One Variety, Collect

FLY BUYS 10 BONUS POINTS

- Incentivise 'carton' sales

Mizone Peak 650ml, Active 800ml, Water 800ml

Buy 12, Any Combination, Collect

FLY BUYS 6 BONUS POINTS

- Incentivise sales across a range

Info Page Offers

- Make any kind of offer
 - Exceptional Bonus Point offers
 - Sweepstakes

General Manager's Sweepstake

Purchase 12 bottles of wine, from the varieties shown. Go in the draw to win.

FLY BUYS 1,000 BONUS POINTS

There are 6 prizes of 1,000 Bonus Points to be won. One for each variety of wine shown. Every purchase of 12 bottles of one variety gets you one chance to win.

Every Purchase of the great products below will earn you entries into a sweepstake draw to win one of four prizes of

FLY BUYS 10,000 BONUS POINTS

There is no limit to the number of entries you can earn. Purchases during April 2007 qualify. One 10,000 Bonus Point prize will be won at each Toops Branch.

<p>Heineken Long Neck Bottles 24x330ml</p> <p>Earn 4 Sweepstake Entries</p>	<p>V Power Drink Bottles 350ml</p> <p>Buy 48, Any Combination</p> <p>Earn 8 Sweepstake Entries</p>	<p>Hitex Hi Ratio Flour 20kg</p> <p>Earn 2 Sweepstake Entries</p>	<p>Nescafé Fine Blend, Classic, Espresso Tin 500g</p> <p>Earn 2 Sweepstake Entries</p>
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The only cost to you when making offers in the Toops Trader is 30 cents per Bonus Point awarded

'Directly Marketed' Offers

- Make any kind of offer
 - Exceptional Bonus Point offers
 - Sweepstakes
 - Giveaways / Samples

Kaweka The Kaweka Food Company, Toops and Fly Buys have put together a great deal just for you!

Toops

Buy 6 Kaweka Heat & Eat Meals any combination and collect

FLY BUYS 10 BONUS POINTS

have put together a great for every six Kaweka Heat & Eat June 2007.

The Kaweka Food Company will be promoting their Kaweka Heat & Eat Meals range aggressively in the coming months

- Radio advertisements – 13th April
- Railway Station Giveaways – 13th April
- Television Advertising – April, May, June

They will be telling your customers that their range is an ideal meal solution when in a hurry that can be purchased from Service Stations, Supermarkets and Dairies.

Take advantage of this promotional activity and have Kaweka Heat & Eat Meals on your shelves

Kaweka Heat & Eat Meals are 'shelf stable', they do not require refrigeration. They have a 12 month shelf life.

There are nine Kaweka Heat & Eat Meals, each with 1-2 servings

Butter Chicken 350g	Vegetarian with Field Mushrooms 275g
Moroccan Lamb 350g	Smoked Salmon & Lemon Ricotta 400g
Chicken Curry 350g	Field Mushroom Risotto 400g
Vegetable Tagine 350g	Jambalaya 400g
Vegetable Korma 350g	

Collect 10 Bonus Points for every six Kaweka Heat & Eat Meals purchased between the 9th and 22nd of April. No limits apply.

Kaweka

Toops

'Cash & Carry' and 'Charge & Carry' purchases made during June 2007 qualify. No limits apply.

Everything's possible. Every day.

The Sky Is The Limit

Fly Buys.

Sales Over Time Offers

- Build relationships with our customers
- Incentivise profitable sales
- Grow Market Share

Buy a specified quantity each week or month over a set time period; collecting Bonus Points for each purchase at the end provided that a purchase has been made in every week or month.

Purchase 3, 1 case of Country Goodness Sour Cream 4kg 	Collect a Xmas present on us!	Go in the draw to win
Every week until Christmas	For every case and	
		

Incremental Sales Growth Offers

- Set growth targets for individual customers based on previous sales
- Incentivise purchase of entire ranges

Buy a quantity based on a growth target for an individual item or a product range.

You Normally Purchase 2 Country Goodness Sour Cream 4kg 	Purchase 3, 1 case, next time Collect
Every week	

The Fly Buys programme at Toops allows a level of flexibility when making Fly Buys offers that can not be rivaled. This flexibility ensures that a huge variety of offers can be made. These offers can be made globally or can be targeted to a customer group selected by any criteria. The way Fly Buys promotions are costed means that you are able experiment to find what works without exposure to risk. Through Toops you have access to promotional vehicles that ensure effective communication of your offer. At Toops we have only just scratched the surface, with regard to the types of offers that can be made. Tell us what you want to achieve ; The Sky is the Limit!

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